Mammoth Lakes Tourism Monthly Board Meeting

Wednesday, April 5, 2017

Call in # (310) 372-7549 - Participant Code 934985 - Host Code 3838

1:00-3:30pm in Suite Z (PLEASE NOTE THE EXTENDED TIME)

https://www.dropbox.com/sh/zxanpoyiv7mwd9t/AAB-aHpEDShkXC2UnH79_hRJa?dl=0

Meeting Agenda

1. Call Meeting to Order – John Morris, Board Chair

2. Roll Call – John Morris – Chairman (Lodging June 2018 3-year term), Kirk Schaubmayer – Vice Chairman (Lodging June 2018), Brent Truax – Treasurer (Chamber no term), Michael Ledesma – Secretary (Restaurant June 2017 3-year term), Colin Fernie (Town Council no term), Sean Turner (Retail June 2017 3-year term), Erik Forsell (MMSA no term), Paul Rudder (At-Large June 2017), Scott McGuire (At-Large June 2018)

3. Board Member Comments/Reports/Agenda Additions

4. Public Comment – Please limit to three minutes or less

5. Minutes – Approval of past meeting minutes

6. MLT Team Presentation Schedule – 30 minutes including Q&A time
   1. April 5th – Understanding MLT’s owned channels
   2. May 9th – Fall Research & Winter Marketing Campaign Results
   3. June 7th – Preliminary 2017-18 Budget Review

7. Department Updates – A brief recap of past, current and future efforts of each department
   1. Sales and International
   2. Communications/PR
   3. Chamber of Commerce Update
   4. Air Update

8. Financial Reports – An update regarding the financial health of the organization
   1. TOT & TBID – review previous months results
   2. Cash Flow and CDARS info – discussion of current bank balances and reserve account activity
   3. P&L Reports
   4. Annual financial audit questions

9. MMSA Update

10. New Business
    1. Event venue update (set event manager, marketing and funding discussion for special May meeting)
    2. Upcoming board seats (Sean Turner, retail; Michael Ledesma, restaurant & Paul Rudder, at-large)
    3. MLR discussion – Brent Truax

11. Key Takeaways
    1. FY 2016-17 TOT currently $3,698,331 ahead of budget which is +41% means +$2,625,815 to TOML
    2. February preliminary is at $2,451,868 up from the previous record by $213,278 which is +9.5%
    3. FY 2016-17 TOT currently $1,350,075 ahead of previous RECORD July – February (LY) which is 12%
    4. As of February we have exceed the year end TOT budget of $11,650,000 by $1,173,331 with 4 months left to the fiscal year (+10%)

Future Meeting Dates: Next scheduled Board Meeting for Tuesday, May 9th from 1-3:30pm Suite Z